



1995



★ CENTENNIAL WINNERS ★

# Show Us Your Gibson!

**Only a Gibson is Good Enough!**

Gibson Guitars are played by some of the most creative people in the world. Gibson recently asked these players to "Show us their Gibson" and the response was fantastic! Gibson thanks all of our loyal customers for their support. It is because of you that Gibson will maintain its position as the premier guitar manufacturer in the next century.

**Don't wait another 100 years!  
Buy Gibson today!**

Explorer

1984 ( also flying v)

**Express yourself...  
with Gibson.**

**The Gibson Designer Series**  
Now you can order a unique, custom designed finish on your new Gibson Explorer or Flying V for that special look on stage to go with your special sound.

Whether you choose a Custom Graphic design or a one-of-a-kind Artist Original, you'll have a superb, hand rubbed Gibson finish to assure lasting value.

See your nearest Gibson dealer for the full story. You'll like the price.

Custom Graphics\*

Artist Originals

\*available only on Gibson Instruments as shown. Colors included by the artist.

**Gibson** Making history.  
Yesterday, Today, Tomorrow.

North and South American Offices:  
P.O. Box 83087  
Nashville, Tennessee 37210

International Offices:  
Gibson B.V.  
Gibsonweg 61a  
3044 AX Rotterdam  
The Netherlands



1985



# *The Scorpions Rock the World... with Gibson.*



The Scorpions hit America with a rare blend of exceptional musicianship and throbbing raw power. They are totally original, just like the instruments they play — Rudolf's Flying V™, Matthias' Explorer™, Francis' new Explorer™ bass, Klaus' 335 DDT™. All are originals bearing the name of the company that created them... Gibson.

Just like their music, the Scorpions don't settle for copies. Having earned their way to the top, they can have their choice. But no thanks, they know what they want. They buy Gibson. They know when you're that serious about your music, the difference is worth it.

Now you can order a special Rudolf Schenker design based on your new Gibson Flying V. Or how about a Matthias bass design from on a new Gibson Explorer? Both are available now in Gibson's Designer Series.


**Gibson**  
American-made. World played.

GIBSON B.V. GIBSONWEG 11A  
3941 AM ROTTERDAM, THE NETHERLANDS

703 BOX 10007, NASHVILLE, TN 37210

Flying V

The Flying V is winging  
your way again




Gibson's original Flying Vs are considered the most valuable electric guitars around--so valuable that their owners won't part with them for any price.

The demand to bring back the Flying V has gotten so out of hand, Gibson is now offering a Special Edition of this famous guitar. If you weren't around in the 50's to get a Gibson Flying V, or if you simply passed up the

chance of a lifetime, you'd better jump at this second chance now while this Special Edition is available. You'll be glad you did--even twenty years from now.

*Gibson*


A Product of North Music, Inc.  
7273 N. Cicero Ave.  
Lincolnwood, Illinois 60466

 **REVERSE FLYING V** [OVERVIEW](#) [FEATURES](#) [DEALERS](#)

**YOU ASKED, WE LISTENED....  
IT'S THE RETURN OF THE REVERSE FLYING V!**

Last year, Gibson turned the legendary Flying V— and the guitar world along with it— upside down with the release of the Reverse Flying V, an eye-popping powerhouse that became the unexpected smash hit of Gibson USA's Guitar of the Week program. The original limited run Reverse Flying Vs flew out of stores, selling out faster than any other model, leaving hundreds of guitar players very happy and tens of thousands hollering for one of their own. Since then, the letters and e-mails to Gibson have flooded in, demanding another chance to own a Reverse Flying V.

You asked, we listened, and here at Gibson USA, the greatest guitar makers in the world have handcrafted a small number of Reverse Flying Vs for another very limited run of these flame-thrashing cut classic concert-bites. For those who missed it the first time, now is one more chance to grab an amazing Reverse Flying V from Gibson USA. If there is this much demand for them now, think what they will command when they are vintage.



1980 (explorer and flying v)

## A new look for a new decade.

Two Gibson legends today—now more than ever—  
the guitars of tomorrow.

Since their introduction 22 years ago, those extraordinary Gibson instruments, The Explorer and The Flying V, have become much sought-after collectors items for their unique shape, increased value, and Gibson heritage.

Now Gibson introduces the Second Generation Explorer and Flying V. Both feature eye-opening 5-piece laminated maple/walnut construction. Both give

you all new Second Generation technology from machinehead to tailpiece. And pickups! New super hot Series VII pickups on the Explorer II and new exclusive Boomerang™ pickups on the Flying V-II give these guitars a sound you want to own.

Don't wait—the sound is here and now in the Second Generation Flying V and Explorer—go for it!



**Gibson**

A Division of Norlin Industries Inc.  
7171 No. Cicero Ave. Lincolnwood, Ill. 60466  
51 Nantucket Boulevard, Scarborough, Ontario, Canada



1982

**AIRBORNE  
AGAIN**



**The original Flying V.**

It broke the sound barrier in '58 with one great leap of imagination. And then defied over two decades of imitation.

Now the guitar that reshaped rock and roll is on the wing again, with all the original features — from a Korina wood body to gold-plated hardware — that made it one of the most sought-after collector's items in music history. Each instrument in this limited reissue will be specially serialized to ensure its lasting value.

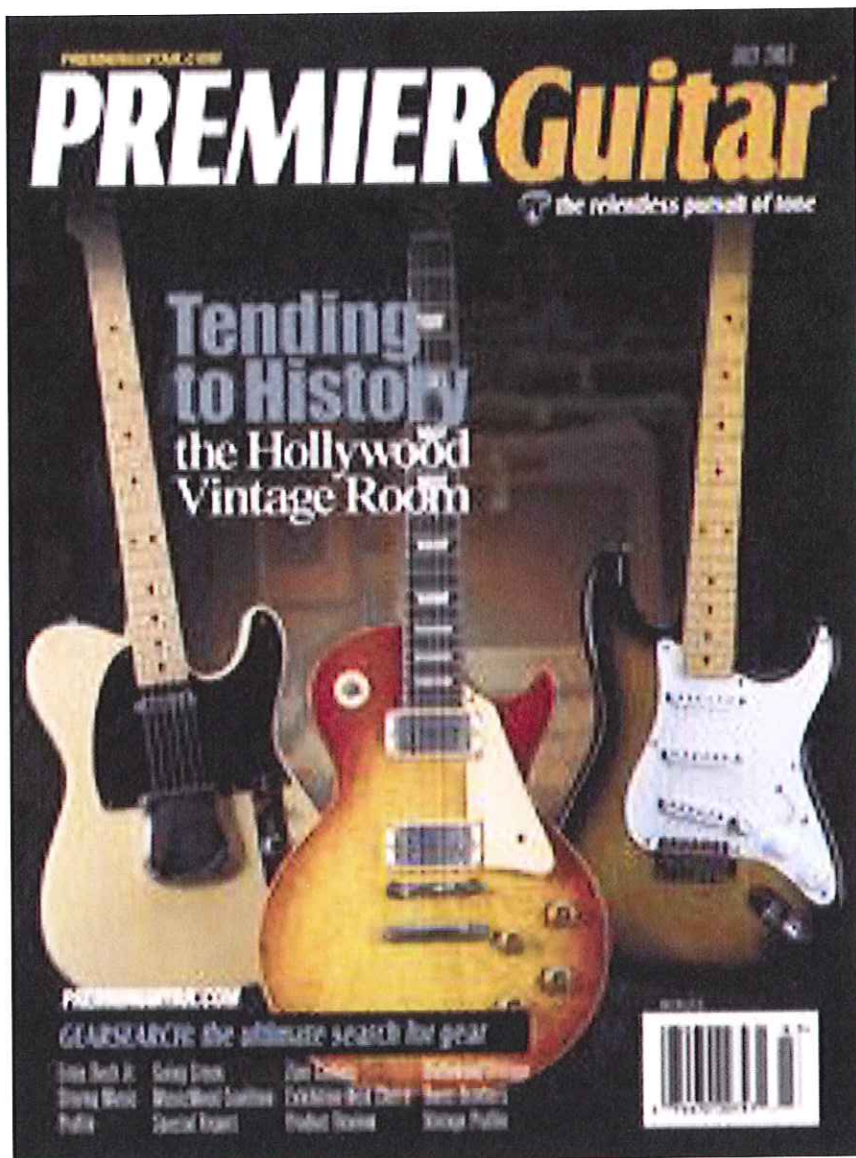
Soar with a legend. The original Gibson Flying V.



**Gibson**  
Making history.  
Yesterday, today, tomorrow.

Write for free literature. For a poster size reprint of this ad, send \$2.00 to Gibson Literature Dept., P.O. Box 100057, Nashville, TN 37210. Distributed in Canada by NUJO, 181 Alden Rd., Markham, Ontario, Canada L3R3W7. European, Middle East and African Offices: Waaivoven 2410 ZUID 48, 3058 NU Rotterdam Nederland.

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**Introducing the new Gothic series from Gibson Guitar**

For those rare individuals who defy the conventions of society and skirt the traditional — we offer you the Gothic series from Gibson.

Once again, Gibson's designers have ignored the barriers of convention and are bringing you four guitars with dark and free-spirited attitudes. From the industrial edged, basic black satin finish, to the 120 fret moon and star inlay, these Gothos have a sleek modern grand look, yet provide the true Gibson sonic expression. Exposed coil humbucking pickups on the Explorer, Flying V, ES-135, and ES-335 models let you roam, scream, cry, or wail.

Get in touch with your darker side by auditioning one of the Gibson Gothos today. Call 1-800-4-Gibson for a dealer near you or check us out at [www.gibson.com](http://www.gibson.com).

**Gibson USA**

Gibson USA 1441 Main Street, Nashville, TN 37210 • 1-800-4-GIBSON • [www.gibson.com](http://www.gibson.com)

**Only a Gibson Is Good Enough** → 1999 (also explorer)

1983- explorer and flying v ad



**American-made.  
World-played.**

Gibson. The first name in guitars. The final word in quality.

Two examples of this enduring excellence are the Flying V, for rock at the highest altitudes, and the Explorer, a traveller along the farthest frontiers of sound.

Like every Gibson since 1894, these instruments are created from a unique marriage of materials and expertise.

A Gibson<sup>®</sup> is mass and density crafted into brilliance and sustain. It is electronics on the edge of today's sound, destined to be tomorrow's classic.

Gibson. Made in America. Best in the world.

**Gibson** The first name in guitars.  
Yesterday, today, tomorrow.

For a poster size reprint of Gibson's U.S. guitar, send \$2.50 to Gibson Literature Dept., P.O. Box 100087, Nashville, TN 37201.

Les Paul

1982

**American-made.  
World-played.**

Gibson. The first name in guitars. The final word in quality.

Two examples of this enduring excellence are the original dished Les Paul™, renowned as rock's greatest guitar, and the versatile ES-335 Dot, perfect for any player's arsenal. Like every Gibson since 1894, these instruments are created from a unique marriage of materials and expertise.

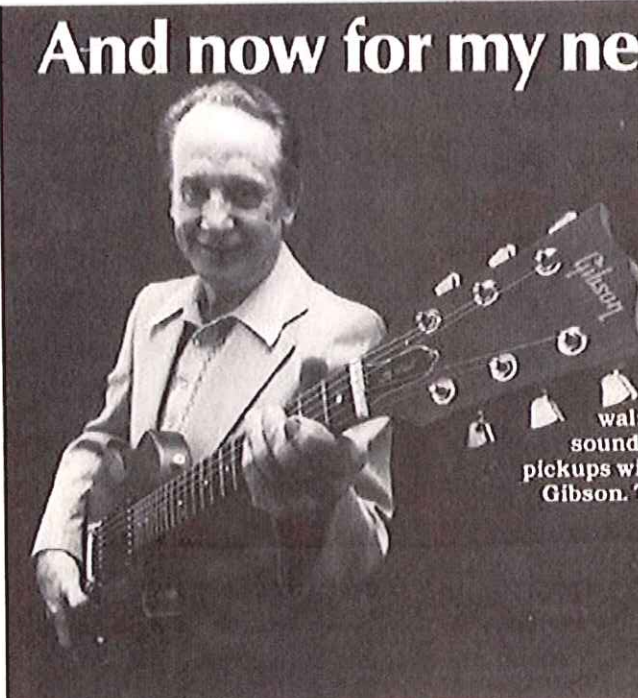
A Gibson™ is mass and density crafted into brilliance and sustain. It is electronics on the edge of today's sound, destined to be tomorrow's classic.

Gibson. Made in America. Best in the world.

**Gibson** The first name in guitars.  
Yesterday, today, tomorrow.

For a poster size reprint of Gibson's U.S. guitar, send \$2.50 to Gibson Literature Dept., P.O. Box 100087, Nashville, TN 3720.  
Distributed in Canada by NUCO, 59 Alden Rd., Markham Ontario, Canada L3R3W7. European, Middle East and African Offices: Wootthayon  
ZUID ZUIDE 48, 3068 HU Rotterdam Nederland.

1979



# And now for my next number...

Gibson and Les Paul are two tough names to live up to. Now there's a new guitar that lives up to both. The Paul by Gibson. It's an ingenious variation of a theme that's a masterpiece in itself, the Gibson Les Paul guitar. You get brilliant sustain from the solid sculptured body. Plus rich, warm tones from one of the most beautiful musical woods, walnut. And to put a bright edge on the sound, there's two powerful Humbucking pickups with exposed black colls. The Paul by Gibson. The kind of guitar you should get to know on a last name basis.

**The Paul**  
by **Gibson**  
Another quality product from Newlin

7373 N. Cicero Ave., Lincolnwood, Illinois 60466  
51 Nantucket Blvd., Scarborough, Ontario Canada

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1972



**say it  
all with  
the new  
Les Paul**

*Gibson*  
7373 N. Cicero Ave.  
Lincolnwood, Illinois 60466

Gibson's new Les Paul Recording turns on more guitar sounds than there are guitars! It's the first computer-like guitar ever. And its control panel even looks like a recording studio console. You can tune in the tone of any electric guitar. Solid Bodies. Electric Acoustics. Thin Electric Acoustics. Even a few that haven't been invented yet.

Put the two low-impedance pickups out of phase for hard raw Stones tones. Then color that sound for a grit and funk B. B. King quality. Switch to "In Phase" for soft-spoken Johnny Smith sounds. Or tune to a smooth and subtle Wes Montgomery style. And when you just want to be yourself, turn on your own special guitar . . . with your own special

sound. Achieve effects that until now could only come from a recording studio. The Les Paul Recording's console has a full array of fine tuning features. A Tone Switch. Pickup Selector. Decade Control. Separate Bass and Treble Controls. Even a Hi-Lo Impedance Switch.

The new Les Paul says it all. More than we can begin to say. That's why we created a special demonstration record . . . to play what we can't say. Write for a free copy.

Next time you're shopping for that one special guitar . . . change your mind. The Les Paul Recording Guitar is all the guitars you'll ever want.  
*Send for free demo record.*

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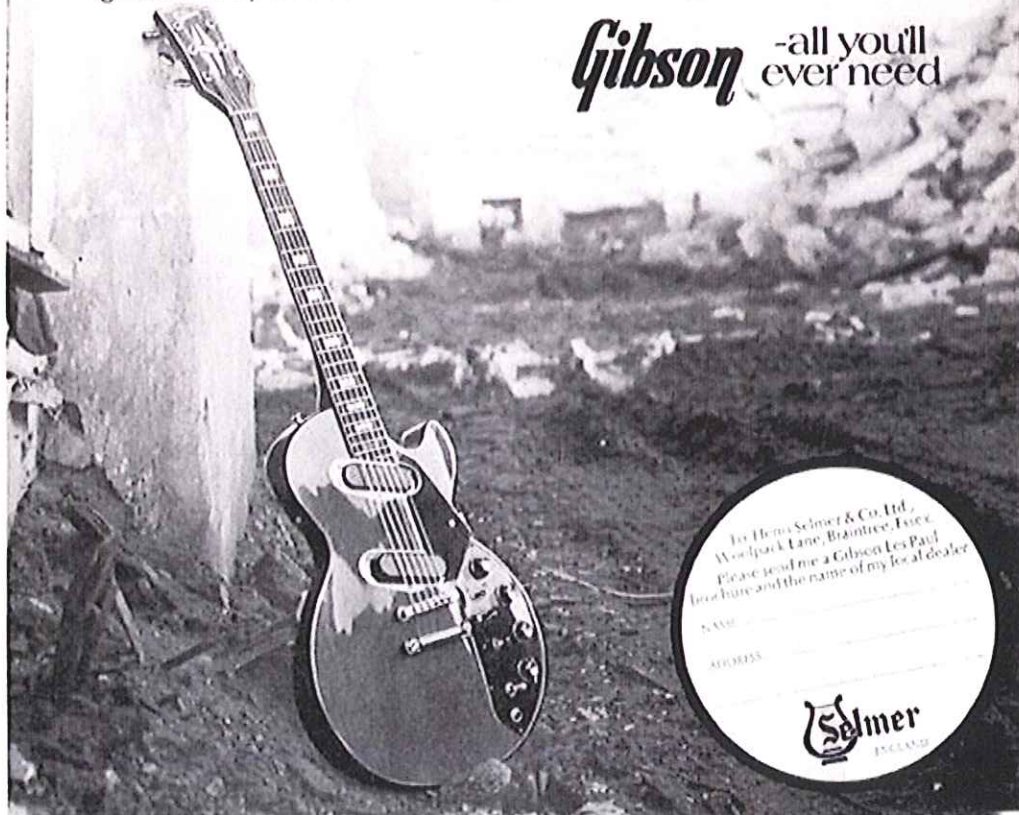
1972

## If you ever lost a Les Paul you'd just have to buy another

A Gibson Les Paul electric guitar is unique. And when you've played it nothing else will do. Ask anybody who has a Les Paul and he'll talk for hours. He'll tell you about the amazing slick action. The vast tone range. The fat sound. The refined low impedance pick-ups and new low-hi impedance tonal circuitry. He'll go on about the perfect balance between neck and body, the Grover machine heads, the curly maple or mahogany, the Tuno-O-matic bridge. And so on.

But what would really come across is that he's very into owning a Gibson Les Paul. Well, who wouldn't be? There's also a wide range of superb acoustics, electro-acoustics, classics and folk guitars. Why not fill in the coupon and find out more.

**Gibson** -all you'll ever need



To: Hens Selmer & Co. Ltd.  
 Woodpack Lane, Braintree, Essex.  
 Please send me a Gibson Les Paul brochure and the name of my local dealer

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

**Selmer**  
 ENGLAND



1974

# Show us a man who's too good for a Gibson Les Paul...



...he's flipped. Because the world's greatest can't fault the perfection of a Gibson Les Paul electric guitar.

So if you're serious about the sounds you're making try out the amazing new Les Paul Triumph bass. Or a lead guitar like the new Les Paul Recording model. It's called the 'Recording' because with one guitar the session player can reproduce any known guitar sound and a lot more!

What's different is the incredibly wide tonal range mellow or mighty to match your musical mood. And with their super sensitive, low impedance humbucking pick ups, Tune-O-Matic bridges, eleven position decade control pick up selector toggle switches, controls for treble and bass and phase switches they'll take you out as far as you can go.

So fill in the coupon for the full story of the Les Paul range which includes the already world famous Custom and Deluxe models.

**Gibson**



Les Paul Triumph Bass

Please send me a full colour Gibson Les Paul leaflet and the name of my local dealer

Name \_\_\_\_\_

Address \_\_\_\_\_

Henri Selmer & Co. Ltd.  
Woolpack Lane, Braintree,  
Essex, Tel Braintree 2381

**Selmer**  
the paper today's music

8/10/74

1983